

# Arbitron's February sweeps: CBS first, ABC second, NBC third

Viewers of prime-time programming on network-affiliated stations increased 2.1% during Arbitron Television's February sweep measurement of local markets, reaching a total of 42,845,000 homes per average quarter-hour as against 41,976,000 in February 1981.

CBS's prime-time leadership through time homes delivery with 15,694,000 per quarter-hour, a gain of 3% from the February 1981 sweep. ABC-TV affiliates came in second with 14,536,000 on the strength of a 4% advance. NBC-TV's delivery dropped by 1.1% to 12,615,000.

These figures are drawn from a compilation and analysis of Arbitron data by CBS researchers, from which BROADCASTING developed the market-by-market presentation shown below. The figures cover all 212 Arbitron markets.

CBS-TV affiliates ranked first in prime-time delivery in all but one of the 212 markets. Much of the current season was reflected in the February figures. Where the Arbitron scores showed CBS and ABC affiliates virtually tied for first place in last

November's sweep, shortly after the new season commenced, the February report puts CBS stations ahead of ABC's by 8%—and ahead of NBC's by 24.4%.

Of 141 markets where all three networks have affiliates, CBS researchers said CBS affiliates took first place in 73.5, ABC affiliates were first in 44 and NBC affiliates first in 23.5. The fractional points derived from ties: in two-way ties for first place, for example, each network received a half-point, while three-way ties were worth three-tenths of a point per network.

The first-place totals represented slight gains for NBC and CBS affiliates, a slight decline by ABC affiliates. ABC ranked second in 50.5 markets, CBS affiliates were second in 49.5 and NBC affiliates were second in 41.0. Third place went to NBC stations in 76.5 markets, to ABC stations in 46.5 and to CBS stations in 18.0. CBS' researchers noted affiliation changes in five markets between February 1981 and February 1982. In Baltimore, CBS and NBC exchanged outlets (with no

change in the relative rankings in the market, where ABC remained first, CBS second and NBC third, though ABC was stronger, and CBS and NBC weaker, compared with February 1981). In Monroe, La.-El Dorado, Ark., NBC and ABC exchanged stations (to NBC's advantage over ABC, though CBS still took first place). In El Centro, Calif.-Yuma, Ariz., CBS lost its affiliate to ABC (which edges out NBC for first). In Albany-Schenectady-Troy, N.Y., CBS and NBC switched (propelling CBS from third place to first, dropping NBC from first to third). And in two-station Panama City, Fla., NBC and ABC switched (with NBC going to first place and ABC dropping to second).

In all, according to the CBS researchers, CBS affiliates increased their prime-time homes delivery (compared to February 1981) in 102 markets, declined in 64 and showed no change in 13. NBC affiliates gained in 108, declined in 52 and showed no change in 15. ABC affiliates gained in 116, declined in 48, no change in 13.

On an all-day basis—9 a.m. to midnight, Monday through Sunday, the researchers showed CBS affiliates in first place in 62 markets, ABC affiliates first in 54.5 and NBC affiliates first in 24.5 (again, fractional points denoted ties).

The table below was developed by BROADCASTING from CBS researchers' compilations of Arbitron's February 1982 and 1981 reports. Bold-face numbers represent first place in market. Household numbers are in thousands (add 000) per average prime-time quarter-hour (Monday-Saturday, 8-11 p.m. and Sunday, 7-11 p.m.) and include whatever local programming was broadcast by affiliates during prime time. Percent change shows household gain or loss from February 1981. A dash (—) indicates no primary affiliate in the market. An asterisk denotes an affiliation change between the February 1981 and 1982 sweeps. The 1981 sweep period was Feb. 3-March 2. Not included are markets that Arbitron did not measure, such as those in Hawaii, Alaska and St. Thomas.

| ADL                            | CBS  |      |          | ABC  |      |          | NBC  |      |          | ABC                            |      |          |
|--------------------------------|------|------|----------|------|------|----------|------|------|----------|--------------------------------|------|----------|
|                                | 1981 | 1982 | % change | 1981 | 1982 | % change | 1981 | 1982 | % change | 1981                           | 1982 | % change |
| Abilene-Sweetwater, Tex.       | 16   | 16   | —        | 32   | 35   | + 9.3    | 13   | 15   | + 15.3   | Fort Myers-Naples, Fla.        | 34   | + 11.7   |
| Albany, Ga.                    | —    | —    | —        | 54   | 64   | + 18.5   | —    | —    | —        | Fort Smith, Ark.               | 33   | + 30     |
| Albany-Schenectady-Troy, N.Y.* | 71   | 111  | + 56.3   | 97   | 67   | - 31.0   | 86   | 91   | + 5.8    | Fort Wayne, Ind.               | 41   | + 4.8    |
| Albuquerque, N.M.              | 50   | 56   | + 12.0   | 46   | 46   | —        | 66   | 69   | + 4.5    | Fresno, Calif.                 | 69   | + 7.8    |
| Alexandria, La.                | —    | —    | —        | 28   | 38   | + 35.7   | —    | —    | —        | Gainesville, Fla.              | —    | —        |
| Alexandria, Minn.              | —    | —    | —        | 43   | 42   | - 2.4    | —    | —    | —        | Grand Junction, Colo.          | 16   | + 6.2    |
| Alpena, Mich.                  | 8    | 7    | - 12.5   | —    | —    | —        | —    | —    | —        | Grand Rapids-Kalamazoo, Mich.  | 102  | + 0.9    |
| Amarillo, Tex.                 | 26   | 29   | + 11.5   | 29   | 30   | + 3.4    | 36   | 39   | + 8.3    | Extra ABC affiliate            | —    | —        |
| Anniston, Ala.                 | 19   | 17   | - 10.6   | —    | —    | —        | —    | —    | —        | Great Falls, Mont.             | 15   | - 6.7    |
| Admore-Ada, Okla.              | 26   | 24   | - 7.7    | —    | —    | —        | 12   | 13   | + 8.3    | Green Bay, Wis.                | 77   | - 9.1    |
| Atlanta                        | 212  | 212  | + 1      | 141  | 142  | + 0.7    | 183  | 226  | + 23.4   | Greensboro-Winston-Salem, N.C. | 109  | + 16.5   |
| Augusta, Ga.                   | 42   | 45   | + 7.1    | 13   | 17   | + 30.7   | 49   | 54   | + 10.2   | Greenville-New Bern, N.C.      | 127  | + 7.9    |
| Austin, Tex.                   | 59   | 55   | - 6.8    | 25   | 30   | + 1.2    | 35   | 40   | + 14.2   | Greenville-New Bern, N.C.      | 52   | + 3.8    |
| Bakersfield, Calif.            | 16   | 19   | + 18.7   | 23   | 22   | - 4.4    | 26   | 25   | - 3.9    | Greenville-Spartanburg, S.C.   | 117  | + 0.8    |
| Baltimore*                     | 183  | 164  | - 10.4   | 155  | 135  | - 13.0   | 188  | 205  | + 9.0    | Greenville-Spartanburg, S.C.   | 113  | -        |
| Bangor, Me.                    | 27   | 27   | —        | 21   | 20   | - 4.8    | 19   | 21   | + 10.5   | Greenwood-Greenville, Miss.    | 60   | -        |
| Baton Rouge, La.               | 60   | 61   | + 1.6    | 29   | 26   | - 10.4   | 60   | 67   | + 11.6   | Harrisburg -                   | 8    | + 3.1    |
| Beaumont-Port Arthur, Tex.     | 50   | 49   | - 2.0    | 37   | 41   | + 10.8   | 32   | 33   | + 2.0    | —                              | —    | -        |